

CLAIMS

I claim:

1. a method for operating a computer database system comprised in combination of the following processes:

(a) a process for creating a bet:

- i. defining a contest between one or more products,
- ii. defining a comparison process for judging the contest, said comparison process defining possible comparison outcomes,
- iii. defining bet transaction rules for risking money on the outcome of the contest,

(b) a process for finding and viewing the bet contest,

(c) a process for making bet offers for risking money on the contest,

(d) a process for matching up bet offers,

(e) a process for triggering the judging of the contest,

(f) a process for judging the contest,

(g) a process for dividing money risked in the contest according to the result of said judging, and according to said bet transaction rules,

(h) whereby, viewers of the betting on the contest, and of the result, if any, of the contest obtain valuable information for comparing the products in said contest.